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ABSTRACT

Designed to provide a quick but thorough reference for consumer educators of adults to use when choosing audio-visual materials, this annotated bibliography includes eighty-five titles from the currently available 1,500 films, slidesets, cassettes, records, and transparencies. (Materials were rejected because they were out-of-date; not relevant to adults; superficial or not objective in their treatment of the issues; offensive to sexual, religious, racial, or ethnic groups; or too complex for a typical adult audience.) Eleven consumer topics are covered as follow: (1) general interests and multi-topical; (2) fraud and deception; (3) consumer services; (4) food and nutrition; (5) sundry, clothing, and dangerous products; (6) credit; (7) energy and conservation; (8) autos and transportation; (9) housing, home furnishings, and appliances; (10) money management; and (11) financial security and taxation. Bibliographic information for each item includes title, media form, year, sponsor, source for purchase or rental, and price. The fifty-to-one-hundred-word annotations give summaries, evaluation, objectives, and audience suitability. Starred entries are available to Virginia residents through their local extension agents from the Film Library at the Learning Resource Center at Virginia Polytechnic Institute and State University. (ELG)

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Audio-Visual Materials in Adult Consumer Education: An Annotated Bibliography

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and
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Community Consumer Education Awareness Project
Sponsored by Virginia Polytechnic Institute
and State University Extension Division
in cooperation with Title I Higher Education Act of 1965
Blacksburg, Virginia
May, 1978
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AN ANNOTATED BIBLIOGRAPHY OF AUDIO-VISUAL MATERIALS IN CONSUMER EDUCATION ESPECIALLY APPROPRIATE FOR ADULTS

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Preface

The preparation of this annotated bibliography of audio-visual materials in consumer education especially appropriate for adults could not have been developed without the financial assistance of both Virginia Polytechnic Institute and State University and Title I of the Higher Education Act of 1965. In particular, we wish to express our appreciation to Dr. Nancy A. Barclay, Head, Department of Management, Housing and Family Development (general project supervisor), Dr. Glen H. Mitchell (Project Director), Mr. Littleton W. Simpson (Associate Director, Title I, Higher Education Act at the University of Virginia), Dr. Richard F. Harshberger (Associate Director for Program Development and Title I liaison), Miss Martha McDonald (Project Secretary), and numerous students at Virginia Polytechnic Institute and State University (who voluntarily provided additional inputs into the critiquing process by viewing some of the audio-visual materials).

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Introduction

The growth of consumer education and information efforts in recent years has brought with it a deluge of new audio-visual materials in the field. From fewer than eighty titles in 1970, the number of available audio-visual materials has grown to at least fifteen hundred currently. New offerings are being introduced almost weekly.

By far the greater majority of the available materials are designed for students enrolled in junior and senior high schools and occasionally college settings. The suitability of the materials for general adult audiences is typically only incidental to their main thrust. In addition, those materials which actually are directed to adults seemingly are lost in the maze. Educators and community program leaders no longer have the problem of finding one audio-visual to fit their objectives-the difficulty now is deciding which one. The problem is especially acute for those leaders involved in specialized consumer education. For example, it is frequently unclear to consumer educators of adults whether available materials are suitable for use with particular adult audiences. A "trial and error" approach to the selection of audio-visual materials can be both costly and time-consuming.

One solution to this problem is a compilation of audio-visual materials most appropriate for adults. A simple listing can be helpful but program leaders in communities still need to separate the "good" from the "bad" and the "appropriate" from the "inappropriate".

In an effort to alleviate some of these difficulties, this annotated bibliography of audio-visual materials for adults has been developed. It is designed to provide a quick but thorough reference for program leaders in communities to use when choosing materials to help provide effective educational experiences.

In order to accomplish our task, we began gathering bibliographies, catalogues, and other resources which we could use to make a preliminary listing of titles for preview. We discovered that there are at least 1,500 films, filmstrips, slidesets, cassettes, records, and transparencies on the market which deal with the needs, wants and problems of consumers. Of this preliminary list, we ordered approximately 450 which we felt might fit the needs of adult consumers. We received slightly more than 400 titles for preview and selected 85 for inclusion in this bibliography.

One of the early problems faced was determining what criteria to use in making our selections, knowing, of course, that it would be impossible to include every title which would be applicable to adult audiences. Still, we wanted to be sure that those that were included were definitely suitable.

To accomplish this end, six criteria were established which would automatically disqualify a particular resource if it was found lacking: (1) we wanted to ensure that the material was not so out of date as to be ineffective, (2) we wanted to ensure that the content was relevant to the concerns and interests of adult consumers, (3) the materials needed to be objective in their treatment of controversial issues and should not be one-sided in their approach to a particular topic, (4) it was mandatory that the materials should not offend the sensibilities of any sexual, racial, religious, or ethnic group, (5) the materials could not be overly superficial in their treatment of the topic, and (6) the materials could not be too advanced or insufficiently self-explanatory for a typical adult audience. A failure on any of these criteria would eliminate a title from further consideration.

Once a title was tentatively selected for the bibliography, it was subjected to further scrutiny. The materials were analyzed to determine how to

best describe their particular contribution to adult consumer education in an annotation format. The materials were also screened to determine if there were any limitations on their suitability for specific audiences (such as older Americans) or other areas which would require special consideration before being used. Any cautions or recommendations are included in the annotations along with the basic descriptive information.

Not surprisingly, we found that there are a large number of excellent consumer education audio-visual materials available. Unfortunately, in our opinion, only a limited number are both suitable and would likely have a maximum effectiveness with adult audiences. Most of the materials we viewed dealt with problems and situations faced by high school aged consumers. Many times the basic concepts were sound, yet the young age of the cast and the specific problems being discussed rendered the material unsuitable for adults. An example was a film on budgeting. While the ideas and concepts presented were sound, the storyline involved a young man trying to budget the earnings from his first part-time job in order to buy a stereo system. An adult's budget problems, while similar, are much more complex.

In addition, certain topics are covered more than others. There is a wealth of material on food and nutrition, frauds and deceptions, and credit. Very few audio-visual materials have been developed to help adults in the areas of automobiles, housing, services, home furnishings, and clothing.

At this time, it might be appropriate to offer some advice to users of these materials. Audio-visual materials rarely "stand alone." They are meant to assist in educating or providing information; they are not intended to "do the whole job." We recommend that users preview any piece of material before showing it to their audience. From this preview, some introductory oral comments should be prepared which can help set the stage for the presentation.

Following the showing, a helpful summary and review can provide an opportunity for audience discussion and interaction. It also may be wise to have someone else operate the audio-visual equipment so that the leader is free for other tasks, such as preparing for leading a discussion. Of course, the operator should be familiar with the workings of the various pieces of viewing equipment. Finally, by taking care that the materials to be used are part of a well planned, integrated presentation, the program leader will insure that maximum benefit is obtained from any use of audio-visual materials.

Our intention in preparing this bibliography is to provide those involved in consumer education and information efforts with a resource they could rely upon to obtain appropriate high quality, effective audio-visual materials for use with adult consumers. We wish you well in your important endeavors and hope that this annotated bibliography can be of help.

Starred entries (*) are in the Film Library at the Learning Resource Center at V.P.I. & S.U. These titles are available to extension agents throughout the State of Virginia. Virginia citizens and groups who wish to use one of these purchased films or filmstrips in a program may contact their local extension agent who will be able to assist them in the presentation. Virginia citizens or groups who wish to preview one of these titles for possible purchase can have it ordered by their local extension agent and can preview it at the extension office. Previews are also available through the film's distributor.

GENERAL CONSUMER INTERESTS AND MULTI-TOPICAL

BUYER BEWARE 6 filmstrips with cassettes. 1971. Sponsored by the Westinghouse Learning Corporation. Buy ($119.50) from: Social Studies School Service, 10000 Culver Blvd., Culver City, CA 90230.

This series of six filmstrips and cassettes covers a wide range of consumer interests from a brief history of the consumer movement to intelligent and informed purchasing. Stresses the consumer's role in the economy, having both rights and responsibilities. While the material may be of interest to more sophisticated elderly adult groups, the orientation of the material is toward young adults. Further, the material is dated by virtue of interviews with persons no longer in the positions so named. Particularly well-done in certain filmstrips and cassettes is the exposure of viewers to consumer agencies and government departments.

CONSUMER EDUCATION-PART I & II 8 filmstrips with cassette. 1971. Buy ($150.00) from: AIMS Instructional Media Services, Inc., 626 Justin Ave., Glendale, CA 91201.

This two-part filmstrip series provides a basic resource for the important topics in consumer education. Each topic is handled in a well organized, informative manner. Although each topic could be handled in more depth, the series as a whole provides a wealth of helpful information. Very beneficial as an introduction for improving consumer skills. The material is basically informational although the information can be used in making consumer decisions. The program is geared primarily for young adults and young marrieds although the information applies to all ages and audiences.

THE CONSUMER OFFENSIVE 16 mm color film. 1975. 26 minutes. Sponsored by the ABC News. Buy ($390) or rent for $40/day, $60/3 days from: Benchmark Films, Inc., 145 Scarborough Rd., Briarcliff Manor, NY 10510.

This excellent film presents the consumer movement from a historical perspective and discusses some of the goals, tactics, and personalities associated with the consumer movement over the years. Important leaders of the movement are introduced and their contributions are presented. Both national and grass roots efforts are discussed. Viewers will obtain a good perspective of some major consumer trends, issues, and effort. Minor flaws are that the film fails to mention the consumer movement of the 1930's and that some of the leaders introduced no longer hold the same posts. In spite of these problems, the film can serve as an excellent overview of the consumer movement. Suitable for any audience.

CONSUMERISM: DANGERS OF AFFLUENCE 2 filmstrips with cassette and teaching guide. 1972. 27 minutes. Sponsored by Prentice-Hall. Buy ($50.00) from: Social Studies School Service 10000 Culver Blvd., P.O. Box 802, Culver City, CA 90230. Order #SEC 558C.*

Outlines in broad terms some of the problems faced by consumers in today's marketplace. Although designed to discuss consumer problems, the narration calls upon consumers to educate themselves and protect themselves through responsible buying. A teacher's guide with vocabulary and a list of state and federal consumer agencies are provided. Although presented from a middle-class point of view, the program is suitable for all adults interested in general discussion of consumerism.

CONSUMER POWER: WHISTLEBLOWING 16 mm color film. 1973. 23 minutes. Buy ($340.00) or rent ($25.00/day) from: BFA Educational Media, 2211 Michigan Avenue, Santa Monica, CA 90404. *

Consumers are urged to make themselves heard in this film featuring Ralph Nader and Robert Townsend. Both urge citizens to "Blow The Whistle" when they learn of public abuses by large corporations. The film discusses the conflict between loyalty to an employer, private consciences, and public concern. Stories of two whistleblowers who fought for the common good against two of the nation's biggest corporations are used as examples of ethical whistleblowing. Defines and provides guidelines for responsible whistleblowing. Suitable for any audience concerned with the consumer's responsibility to make himself heard when becoming aware of public abuses.

CONSUMER PROTECTION Slides with cassette. 1972. Sponsored by Iowa State Extension Service. Buy ($21.50) from: Iowa State University, Media Resources Center, 121 Pearson Hall, Ames, IA 50010.

This slide series (with cassette) is a general introduction to consumer protection by Federal, State, and local agencies. Examples are given of various gyps and swindles and recourse for consumers is offered. With the general orientation of the media, many adult groups can benefit from the information offered. However, the Iowa orientation may detract considerably from use of this material in other states.

MANAGING THE FAMILY'S AFFAIRS 12 filmstrips with cassettes. 1971. 12 programs from 6-15 minutes. Sponsored by Educational Directions, Inc. Buy ($132.00) from: Eye Gate Media, 146-01 Archer Avenue, Jamaica, NY 11435. Order #TX 203.

This filmstrip series covers the major concerns of a young married couple; budgeting, credit, legal affairs, housing, interpersonal, family and community relations. The series is basically informational but does stress the need for a young couple to maintain their independence from parents, and others in terms of values, lifestyles, and finances. The series of twelve short programs is geared to young unmarried adults or recently married couples. The all white, middle-class cast may affect the suitability for some audiences. Individual titles may be ordered separately.

METRIC SYSTEM OF MEASUREMENT Filmstrip with Cassette. 1975. 15 minutes. Buy ($26.00) from: Library Filmstrip Center, 3033 Aloma, Wichita, KS 67211.

This kit concentrates on a basic explanation of metric system as it is used to measure length and mass. It uses a basic fact and figure approach which may not hold the interest of consumers who are resistant to the change to metrics. It attempts to give the metric equivalents for common household objects as a means of explanation. Suitable for adult audiences interested in learning about metrics.

A METRIC AMERICA 6 Filmstrips with 6 Cassettes for purchase; 16mm Color Film for rental. 1974. Variation in time. Buy ($120.00) or rent ($30.00) from: AIMS Instructional Media Services, 626 Justin Avenue, Glendale, CA 91201.*

This series of six filmstrips covers the history of the metric system and all of the basic measurements: length, area, volume, weight, and temperature. Each filmstrip runs from 5-8 minutes and covers one type of measurement. A film which covers all of the topics in one session is available for rental. It may be more beneficial to take each topic separately and combine it with instruction and problem solving. Suitable for any adult audience interested in learning more about the metric system.

ADS, ADS, ADS, ALL AIMED AT US Slides with Cassette. 1972. Sponsored by Iowa State Extension Service. Buy ($32.00) from: Iowa State University, Media Resources Center, Ames, IA 50010.

This slide series (with cassette) points out caveats in current consumer advertising. The objective is to encourage critical viewing of ad appeals. Most slides reflect the youth orientation of ads and thus may be more appropriate for young adult-to-middle age audiences. Since the slides come predominately from magazines and newspapers, some are obviously dated. Sound-visual coordination may be a problem for leaders who are unfamiliar with the presentation.

AT ISSUE: PERSUASION AND PROPAGANDA 2 Filmstrips with Cassettes and Teaching Guide. 1975. 27 minutes. Buy ($50.00) from: Prentice-Hall Media, 150 White Plains Road, Tarrytown, NY 10591. Order #381 P. *

This two-part program explores the techniques of propaganda used in advertising. Part I provides short definitions of propaganda and the main propaganda techniques such as name-calling, glittering generalities, testimonials, bandwagons, and plain-folks appeals. Part I also explores how these are used in advertising of consumer products. Part II gives an enlightening, documental portrayal of how propaganda techniques are used in political campaigns. It describes how voters can be manipulated into seeing the "image" rather than real issues. Suitable for all adult audiences.

CONSUMER CON CAPERS 16mm Color Film. 1976. 23 minutes. Buy ($325.00) or rent ($35.00/10 days) from: Pyramid Films, 2801 Colorado Avenue, Santa Monica, CA 90404. *

The exploits of the Gulley's are the basis for this film on ways that consumers can be tricked into parting with their hard earned money. The Gulley's are a family which has a knack for being conned. They fall for a series of schemes including bait and switch, heating unit fraud, work at home schemes, limited time only offers, and the use of misleadingly low per week price quotations.

CONSUMER FRAUDS AND DECEPTIONS 1977. Slides with Cassette. Free loan from: Ethel Grubbs, Extension Specialist, Family Resources, 114 Hutcheson Hall, VPI & SU, Blacksburg, VA 24061. (The slides and tapes may be reproduced.)

This slide series and cassette was developed particularly with older consumers in mind. The frauds and deceptions illustrate problems generally experienced by older consumers: mail order frauds, home improvement frauds, pigeon drop schemes, and door-to-door sales frauds. Older persons were used as subjects for the photography, thus producing greater identification by adult audiences. Presenters will find the accompanying user module particularly useful.

Two cautions are in order. A definite pro-consumer bias exists, though, objectivity is unimpaired. Secondly, the materials were developed for Virginians (e.g. Virginia phone numbers are presented for audience information), though, presenters can easily supplement information appropriate to their own state.

THE DOUBLESPEAK BOX Filmstrip with Tape and Filmstrip without Sound. 1976. Variation in time. Buy ($41.50) from: Learning Seed Company, 145 Brentwood Drive, Palatine, IL 60067. *

This kit consists of one filmstrip with sound, one cassette, and one filmstrip without sound. The sound filmstrip introduces the idea of "doublespeak": half-truths, confusion, and emotional manipulation. The cassette provides some actual examples of audio "doublespeak". The silent filmstrip provides examples of visual "doublespeak".

This kit effectively provides consumers with the skills they need to recognize and resist efforts at manipulation through communication. It explores the information overload which faces consumers. Suitable for all adult audiences concerned with the accuracy of the information they receive. A Doublespeak Dictionary and a teacher's guide are also provided.

FOOT IN THE DOOR 16mm Color Film. 1972. 9 1/4 minutes. Buy ($140.00) or rent ($15/3 days) from: Film Fair Communications, 10900 Ventura Blvd., Studio City, CA 91604. Order #C 210.

After an introduction showing an actual attempt at a fraudulent sale, the skit begins a general discussion of techniques used by unscrupulous door-to-door sellers. It attempts to provide consumers with tools they can use to recognize reputable salespeople who come to their door. Finally, a baby picture salesperson describes sales methods and some of her psychological tricks. The film does not discuss the three-day cancellation period for door-to-door sales. Suitable for all adults who may be preyed upon by door-to-door sellers.

FOUR FAMOUS FRAUDS 16mm Color Film. 1977. 9 1/2 minutes. Buy ($145.00) from: Journal Films, 930 Pitner Avenue, Evanston, IL 60202. Write Journal Films for rental information. Order #167-017.

Fraud is discussed in the general contexts of land sales, home repair, private training schools, and diet and body building schemes. Consumers are warned that just because a practice is now illegal doesn't mean that someone won't try it on them. Discusses the appeals used in the course of fraudulent sales such as something for nothing, beating the system, prestige, and buy now pay later. The major point made is that it takes two parties to make fraud. The victim usually makes the trickster's job easier by believing the appeal. Suitable for all audiences, especially those who believe it couldn't happen to them.

IF IT DOESN'T WORK . . . COMPLAIN 16mm Color Film. 1975. 15 minutes. Buy ($195.00) from: Journal Films, 930 Pitner Avenue, Evanston, IL 60202. Write Journal Films for rental source. Order #166-019. *

Based on a lunch room discussion of six co-workers, this film explores the problems each has had with faulty products. Explores the ways each has attempted to right the wrong and the success they have had. Explains that the means of seeking redress depends on the product and problem involved. Explores the basic procedures and techniques to use in seeking redress. Above all, do something. Silence will encourage further problems. Suitable for all adult audiences.

IT'S NEW, IT'S NEAT, IT'S OBSOLETE 16mm Color Film. 1975. 14 1/2 minutes. Buy ($220.00) or rent ($16/day) from: BFA Educational Media, 2211 Michigan Avenue, Santa Monica, CA 90404.

A used car dealer humorously explains how fashion and gadgetry help create obsolescence which helps keep demand for "new" products high. The concepts discussed are fairly complex but the implication is that consumers who use common sense when making a purchase can minimize their desire for features which lead to rapid obsolescence. Methods and criteria are presented which can be used to determine the true value of a product. This film may need to be followed by a discussion in order to bring its message into focus. Suitable for audiences interested in an analysis of planned obsolescence.

THE OWL WHO GAVE A HOOT 16mm Animated, Color Film. 1972. 14 minutes. Sponsored by Community Action Program. Buy ($81.25) or free, three-day rental from: National Audio-Visual Center, National Archives and Record Service, Order Department, Washington, DC 20409. Order #1589. *

This animated film uses animal characters to explore some of the ways that merchants can prey upon unwitting consumers and how those same consumers can protect themselves through vigilance and organized action. Consumers are shown being victimized by such schemes as bait and switch, sales on approval, sales of shoddy merchandise, and one-sided credit terms. Along comes Mr. Owl who refuses to be tricked by such schemes and helps his neighbors resist also. By forming a Community Action Program, the neighborhood rids itself of predatory merchants. Viewers are urged to join or form a community group. Especially suitable for low-income groups of all ages.

PERSUASION BOX Filmstrip. 1974. Time varies with length of discussion. Sponsored by Learning Seed Company. Buy ($39.75) from: Learning Seed Company, 145 Brentwood Drive, Palatine, IL 60067. *

This 43 frame filmstrip is designed to examine the persuasion techniques used in advertising. It is silent so that the ads can be inspected for subtle visual appeals. An extensive frame-by-frame teacher's guide is provided to aid in the analysis. The goal is to stimulate discussion of the ways advertisers persuade consumers to buy. Also included in the kit are "The Claim Game", a student game-test; a spirit master of the nine most commonly used linguistic tricks; I Can Sell You Anything, a paperback confession of an advertising professional; and audio-cassette designed to test student progress. Suitable for any adult audience interested in advertising.

SHAPING NEWS FOR THE CONSUMER 16mm Color Film. 1975. 17 minutes. Buy ($245.00) or rent ($19/day) from: BFA Educational Media, 2211 Michigan Avenue, Santa Monica, CA 90404.

This interesting film points out that news is a commodity just like any other. News is packaged and sold to the public with an eye towards profits. TV news stories are chosen and prepared on the basis of what will attract viewers. Newspapers and magazines are designed to sell, not just inform. These facts lead to problems when we realize that accurate information is necessary for a democracy such as ours to function properly. While the film does not directly criticize the news media, it points out that viewers must understand the capabilities, goals, and limitations of the various news sources. Suitable for any audience interested in the quality of the news we receive.

THE 30-SECOND DREAM 16 mm Color Film. 1977. 15 minutes. Buy ($250.00) or rent ($25.00) from: Mass Media Ministries, Inc., 2116 N. Charles Street, Baltimore, MD 21218.

Through examples of recent TV ads, this film explores the subtle ways that we are told that the mere purchase of a product will bring the emotional satisfaction we need. The needs of family, intimacy, vitality, and success are all exploited by advertisers. The film shows how the lack of reality in a TV ad is used to convince us to buy not only the product, but the emotional benefits it supposedly provides. However, the commercials shown are so well done that they tend to drown out the negative messages about ads. The film makes its points subtly. An audience should be aware or pre-advised of the ideas to be presented. Suitable for audiences with some sophistication or knowledge of the subtle appeals used in advertising.

THIS IS FRAUD 16mm Color Film. 1972. 8 1/2 minutes. Buy ($115.00) or rent ($10/day) from: Film Fair Communications, 10900 Ventura Blvd., Studio City, CA 91604.

This short film describes three common deceptive techniques used by sellers of vacuum cleaners, home improvements, and cars. Hints for recognizing deceptive and fraudulent sales pitches are given along with ways of seeking redress. Ten helpful hints are provided for buyers interested in avoiding shady practices. Suitable for any adult audience.

CONSUMER SERVICES

HEALTH FADS AND FACTS 2 filmstrips with cassette. 1975. 25 minutes. Sponsored by Associated Press. Buy ($50.00) from: Prentice-Hall Media, Inc., 150 White Plains Road, Tarrytown, NY 10591. Order #JH 4650P.*

These two filmstrips present an expose' of various health myths and fads which are used to take advantage of eager but ill-informed consumers. Part I deals with food fads and myths, making the point that sound nutrition is the key to weight control and health. Part II deals further with nutritional fads and also explores cosmetic and weight reduction schemes. The overall emphasis is on public awareness of what are the erroneous claims and knowledge of what constitutes sound health practices. Suitable for all adult audiences.

PLANNING FOR HEALTH CARE Slides with cassette. 1977. 9 minutes. Free loan from Ethel Grubbs, Extension Specialist, Family Resources, 114 Hutcheson Hall, VPI & SU, Blacksburg, VA 24061.

Target audiences for this cassette and slide material are elderly consumers of health care services, although other adult groups may benefit from the information offered. Preventive health care strategies are suggested and alternative health care plans are offered as possibilities for consumers. Since the information presented is somewhat general, specific information (e.g. Medicare costs to the consumer) should be supplemented by the presenter using the A-V material. The generality of the information, however, contributes to the material's rather high degree of timelessness in dealing with a changing subject. An accompanying user module can be quite helpful. These slides and cassettes may be reproduced.

THIS IS A COOPERATIVE 16 mm color film. 1967. 28 minutes. Buy from: Journal Films, Inc., 930 Pitner Avenue, Evanston, IL. Write Journal Films for rental information.

This film, narrated by Lorne Greene, explores how cooperatives can and have been utilized in the areas of health care, housing, credit unions, and farming. Does not explain how to set up a cooperative, but simply explores its benefits for members. Basically an advertisement for the cooperative form of business organization. Suitable for any adult audience interested in cooperatives but its length may affect its ability to hold the interest of some audiences.

BE A BETTER SHOPPER Slides with teaching materials. 1975. 6 hour program. Buy ($45.00) from: Better Shopper, Box 191, Dept. CEA, Ithaca, NY 14850.*

A three-part course in supermarket shopping, this kit is an excellent resource for teaching how to save on your food budget. All aspects of food savings are covered in the 140 slides and there are 13 learning activities which reinforce the slide messages. Reproducible activity sheets are provided with the learning activities. Also included are a number of pamphlets, record keeping forms, and a teacher's guide. Suitable for programs designed to teach adults the fine points of supermarket shopping.

BRAND NAMES AND LABELING GAMES 16 mm color film. 1973. 9 minutes. Buy ($145.00) or rent ($20/day; $30/3 days) from: Benchmark Films, 145 Scarborough Road, Briarcliff Manor, NY 10510.*

Through the use of humor, this film informs the consumer about the forest of brand names. It stresses that a name brand product is not the only one to buy. There are many products at a lower price which have the same ingredients and will do the same job. Read the label. The film also points out the confusion surrounding the grading of canned goods in terms of size. A humorous example is used in regard to ripe olives. Urges the consumer to look beyond ambiguous descriptive terms to facts and figures. Some quoting of prices which are out of date may distract the audience but the main ideas are still timely. Suitable for all adult audiences.

EAT DRINK AND BE WARY 16 mm color film. 1975. 21 minutes. Buy ($295.00) or rent ($21.00) from: Churchill Films, 662 North Robertson Blvd., Los Angeles, CA 90069.

A broad indictment of the nutritional value of today's foods. Contrasts current popular foods with those of past years. It is informative and educational and strives to develop a critical approach towards the nutrition in the food we buy. The discussion on additives is somewhat dated as a result of recent bans i.e., red dye #2. Overall, it is an excellent resource suitable for all adult audiences.

FOOD AS CHILDREN SEE IT Filmstrip with cassette. 1975. 15 minutes. Sponsored by General Mills. Rent (free) from: General Mills Consumer Center, 9200 Film Center, P.O. Box 1113, Minneapolis, MN 55440.

This filmstrip discusses ways to make food more appealing and nutritious for pre-schoolers. It also addresses itself somewhat to some of the eating problems of pre-schoolers such as: lack of appetite at mealtime, desire for snacks, resistance to new foods, and others. It is basically an informational filmstrip which presents the relevant facts and ideas. Recipe booklets are included for members of the audience. Suitable for all adults who have a responsibility for feeding pre-school children and solving their particular food preferences and problems.

FOOD: $ AND ¢ (SENSE) Filmstrip with cassette. 1975. 19 minutes. Sponsored by Household Finance Corporation. Buy ($4.50) from: Money Management Institute, Household Finance Corporation, Prudential Plaza, Chicago, IL 60601.*

This excellent resource provides a rare combination of humor and useful knowledge as it discusses how to stretch the food dollar, the nutritional value of foods, the need to adapt spending plans to allow for personal tastes, and future trends in the food industry. Provides a good balance of common sense and new, useful information. Unit pricing, open dating, and labeling are also discussed. Quite suitable for all types of audiences.

FOODS, FADS, AND FALLACIES Filmstrip with cassette. 1976. 32 minutes. Buy ($71.00) from: Walt Disney Educational Media, Inc., 500 S. Buena Vista Street, Burbank, CA 91506.*

This kit is designed as a broad attack on the exaggerated claims of food fadists, health foods, and fad diets while at the same time promoting good nutrition. Emphasizes historical and current influences on diet, culture, geography, and religion. Explains the weaknesses of some of the current health food fads and their tendency to concentrate on only one aspect of nutrition to the detriment of the others. The key to good nutrition is a balanced diet of the four basic food groups and not a concentration on some "miracle" food. Suitable for all adults interested in good nutrition.

FOOD FOLLIES 16 mm color film or video-cassette. 1977. 23 minutes. Sponsored by Consumer Reports Films. Buy ($325.00/film; $230.00/videocassette) from: Films Incorporated, 733 Green Bay Road, Wilmette, IL 60091. Rent from: Association Films, Inc., 600 Grand Avenue, Ridgefield, NJ 07657.

This film explores the problems consumers face in terms of nutrition value, wholesomeness, and safety of processed foods. It is not designed to advise how to purchase wisely. It is more a discussion of problems involved in correcting deficiencies and providing information. By interviewing spokespersons (none from minorities) for consumers, business, and the FDA this film provides viewpoints on what is wrong with processed foods and the ways they are being regulated. The film calls for consumers to take an active part in influencing government decision makers. Suitable for audiences interested in discussing the broad policy implications rather than how to avoid low-quality foods.

FOOD LABELING: UNDERSTANDING WHAT YOU EAT 16mm color film. 1973. 11 minutes. Buy ($145.00) from: Journal Films, Inc., 930 Pitner Avenue, Evanston, IL 60202. Write to Journal Films for Rental Distributor nearest you. Order #109-043.

By examining the process of labeling foods, this well organized film raises some fundamental questions regarding nutrition. How can you know what you are eating? How can you identify which foods provide the best nutrition? What nutritional factors should you look for in a given food product? What information isn't provided by food labels? Each of these questions and others are answered objectively and accurately. Suitable for any audience interested in making maximum use of the information provided on food labels.

NUTRITION: THE ALL-AMERICAN MEAL 16mm color film. 1976. 11 minutes. Buy ($165.00) or rent ($20/3 days) from: Barr Films, P.O. Box 5667, Pasadena, CA 91107. Order #B 198.

Focuses on the nutritional failings of the fast food industry. Warns us of the damage which can be caused by reliance on fast foods. Explains how the All-American hamburger, fries, and soft drink could be made more nutritional. Serves as a consciousness raising aid with tips for improvement. Suitable for all adult audiences.

NUTRITION IS 16mm color film. 1976. 28 minutes. Sponsored by The Sugar Association. Rent (free) from: Dairy and Food Nutrition Council, 3229 Brandon Avenue, #5, Roanoke, VA 24018.

This film encourages a diet that is moderate and balanced with daily intake from all four food groups. Good nutrition is no longer an accident of geography or wealth but can be achieved by all, through careful planning. The film argues against food fads, that overweight people are often malnourished, and stresses the idea that energy-in must equal energy-out to achieve weight control. A good deal of time is spent on the nutritional needs of teenagers. The length of the film and the virtually all-white cast may make it inappropriate for some audiences.

NUTRITION: THE CONSUMER AND THE SUPERMARKET 16mm color film. 1976. 15 minutes. Buy ($225.00) or rent ($25/3 days) from: Barr Films, P.O. Box 5667, Pasadena, CA 91107. Order #A 200.

This film explains ways supermarket shoppers are induced to buy and lists tips consumers can use to improve the nutritional quality of their supermarket purchases. It provides both information and helps develop critical faculties for supermarket shopping. The film combines consumer interview with an analysis of the products and merchandising techniques used in the market. Quite suitable for all adult audiences.

STRETCHING YOUR FOOD DOLLAR Slides with Cassettes. 1977. Free loan from Ethel Grubbs, Extension Specialist, Family Resources, 114 Hutcheson Hall, VPI & SU, Blacksburg, VA 24061.

Wise food buying is the subject of this cassette and slide series. Techniques for getting the most out of the food dollar are presented as well as information on basic nutrition. The objective is to improve consumer skills in the selection and use of foods from the four food groups. Adult audiences are the primary targets, though older adolescents may also benefit from the basic information presented. The accompanying user module is particularly beneficial to presenters. These slides and tapes may be reproduced.

SUGAR CEREAL IMITATION ORANGE BREAKFAST 16mm Color Film. 1975. 8 minutes. Buy ($170.00) or rent ($20/day; $30/3 days) from: Benchmark Films, 145 Scarborough Road, Briarcliff Manor, NY 10510.

This film humorously explores the nutritional value of popular breakfast foods. Attempts to heighten consumer awareness of what they are actually eating. Such products as powdered orange drink mixes, breakfast bars, and sweetened cereals are discussed. Takes a negative stance towards the breakfast food industry. Suitable for all audiences but especially those who have children using these products.

VEGETABLES FOR ALL SEASONS 16mm Color Film. 10 minutes. Buy ($135.00) or rent ($10.00) from: Arthur Barr Productions, Inc., P.O. Box 7-C, Pasadena, CA 91104.

A variety of fresh vegetables are shown on the farm, in the market, and in the kitchen. Numerous tips are provided to insure that the vegetables that reach the viewers' tables are the best possible. Viewers are told to buy in season at a store which takes care of its produce. Vegetables which are limp, cut, bruised, or off-color will not provide satisfaction. Once the vegetables are purchased, they should be properly stored and prepared. Quick usage and refrigeration insure freshness. Vegetables should be cooked as little as possible to conserve flavor and nutrition. Suitable for any audience wishing to get the most for its vegetable dollar and prepare appetizing vegetable dishes.

WINNING THE GROCERY GAME 2 Filmstrips with Cassettes and 1 Filmstrip without Sound. 1977. 15 minutes. Buy ($49.50) from: The Learning Seed Company, 145 Brentwood Drive, Palatine, IL 60067. *

This kit contains two filmstrips with cassettes, a silent filmstrip, instructions for consumers to investigate supermarkets reinforcing the concepts in the filmstrips, a dictionary of common food additives, and a paperback book on food additives: Eaters Digest: The Consumer's Factbook of Food Additives. The sound filmstrip covers such topics as unit pricing, labeling, store layout, and the relative cost of convenience foods. Provides consumers with the facts and tools needed to make intelligent food choices. The silent filmstrip is designed to test the viewer's knowledge of material presented on the sound filmstrip and apply what they have learned. The narration is simple, straightforward, and in everyday language although the voice quality is a bit monotonous. This is overcome by the quality and completeness of the factual information. Suitable for all adult audiences.

FIRE, FABRICS, AND YOU Filmstrip with Cassette. 1975. 6 minutes. Sponsored by J.C. Penney, Inc. Buy ($5.00) from: J.C. Penney, Co., Inc., 1301 Avenue of the Americas, Educational Relations Department, New York, NY 10019. Rent (free) from: Your local Penney's Department Store.

A fairly technical exploration of flammable fabrics and standards developed to insure safety in children's clothing, bedding, and other areas of concern. The narration reports on legislation covering flammability of fabrics and test procedures used in setting standards. Some fire safety tips are presented. May become dated if substantial changes are made in the law. Suitable for audiences with some technical knowledge of fabric components.

FOR KIDS SAKE--THINK TOY SAFETY 38 Slides with Cassette. 1976. Sponsored by Consumer Product Safety Commission. Rent (free) from: Modern Talking Picture Service, 2323 New Hyde Park Road, New Hyde Park, NY 11040.

This program is geared to helping consumers make safe toy choices and use the safety information provided with toys. It is informative about product features which may make a toy a safety hazard. Recommended for all adults who may be interested in purchasing toys for children.

GALS, GUYS, AND DOLLS 16mm Color Film. 1975. 6 minutes. Buy ($110.00) or rent ($15/day; $22.50/3 days) from: Benchmark Films, 145 Scarborough Road, Briarcliff Manor, NY 10510.

The film describes how children learn roles from the toys they play with. Values are learned through role playing. Little girls' toys teach them to be nurses, models, grocery shoppers, and homemakers. Little boys are taught that they should be tough and be firemen, doctors, athletes, etc. Urges that parents take these factors into consideration when buying toys for children. Suitable for all adults who have an opportunity to buy toys for children.

IT HURTS WHEN THEY CRY 48 Slides with Cassette. 1975. 7 minutes. Rent (free) from: U.S. Consumer Product Safety Commission, 400 Market Street, Continental Building, 10th Floor, Philadelphia, PA 19106.

This interesting slide program is designed to help parents reduce accident hazards for their infants and toddlers. Such products as highchairs, playpens, walkers, and cribs are examined for possible harmful features. The slides explain how to buy for safety and also how to refit existing products to make them safer without having to go out and buy new. Suitable for any adult interested in and concerned with the safety of young children.

OVER THE COUNTER PILLS AND PROMISES 16mm Color Film. 197?. 16 1/2 minutes. Buy ($240.00) from: Alfred Higgins Productions, 9100 Sunset Blvd., Los Angeles, CA 90069.

This film takes a broad look at the way over the counter drugs are promoted and the real benefits of these products. Attempts to make people conscious of the need to read labels and evaluate the real worth of a drug product. Makes a case for the use of home remedies which are just as effective and far less expensive than nationally advertised products. Also points out the benefits of buying drugs generically. Suitable for all adult audiences.

A SAFER BIKE Slides with Cassette. 1975. 12 minutes. Rent (free) from: Philadelphia Area Office, Consumer Product Safety Commission, 10th Floor, 400 Market Street, Philadelphia, PA 19106.

This series of slides narrated by a young girl concentrates on how to improve the safety of bikes. It provides useful, basic information on mechanical aspects of bike safety. Both features to avoid and ways of adapting bikes to make them safer are discussed. Suitable for parents and others interested in making bicycles safer.

SAFE TOY ENVIRONMENTS Filmstrip with Cassette. 1975. 5 minutes. Sponsored by J.C. Penney, Inc. Buy ($6.00) from: J.C. Penney Co., Educational Relations Department, 1301 Avenue of the Americas, New York, NY 10019. Rent (free) from: Any local Penney's Store. Order #84697.

Provides a good introduction for a discussion of the value of toys and creative play. Discusses the psychological benefits of play for children and the contribution made by toys. Attempts to develop critical thought in the selection and purchase of toys. Suitable for adults with young children or in a position to buy toys for children.

THE TRAVELS OF TIMOTHY TRENT 16mm Color Film. 10 minutes. Sponsored by Consumer Product Safety Commission. Buy ($49.50) or rent (free) from: National Audio-Visual Center, Order Department, National Archives and Record Service, Washington, DC 20409. Order #20153.

This short film follows the travels of a normal, adventurous toddler. As Timothy explores his surroundings he comes into contact with many hazardous products. His natural inclination to put everything in his mouth is usually thwarted by safety caps. Timothy's father had purchased liniment in a bottle without a safety cap. Timothy finds the bottle and his travels end temporarily.

The film points out the speed in which children can get into trouble and the numerous opportunities for trouble in even the safest home. The benefits of safety caps are graphically illustrated. Suitable for all persons who have responsibility for young children.

YOU IRRESISTIBLE YOU 16mm Color Film. 1975. 11 minutes. Buy ($180.00) or rent ($20/day; $30/3 days; $40/week) from: Benchmark Films, 145 Scarborough Road, Briarcliff Manor, NY 10510.

This film is an extremely humorous look at cosmetics for men and the advertising techniques used to sell products to men. Marshall Ephron plays the role of a man who believes the ads that claim that using a certain product will add to his sexual attractiveness. However, what succeeds on TV does not necessarily bring success in real life. The film takes a somewhat sexist approach but this is used to make a point and the flaws of sexism are obvious. More suitable for male audiences although women could appreciate the satire.

CREDIT

BE CREDIT WISE Filmstrip with Cassette or Record. 1970. 22 minutes. Buy ($3.50) from: Money Management Institute, Household Finance Corporation, Prudential Plaza, Chicago, IL 60601. *

Be Credit Wise dramatizes the credit experiences of three young adults: Sue, Jim, and Steve. The filmstrip provides basic information on all aspects of credit. The uses, types, and sources of credit are all covered. Discusses the APR as a means of comparison shopping for credit. Does a good job of explaining the importance of a good credit rating. A final section briefly discusses the value of sound money management as a basis for credit usage. The main objective of the filmstrip is to emphasize the importance of controlling credit before it controls you. Suitable for young adult audiences interested in credit.

BEFORE YOU BUY: A MINI COURSE IN CONSUMER CREDIT Cassettes with Workbooks. 1971. 8-21 1/2 minute topics. Sponsored by Consumer Communications, Inc. Buy ($85.00) from: Social Studies School Service, 10000 Culver Blvd., Dept. 88, Culver City, CA 90230.

As the name of the material suggests, this is a "mini course" in consumer credit. Active participation is required of "students" through listening to tapes and completing workbooks. The format and content of the tapes and workbooks appeal more to young adults and middle-aged consumers than to elderly consumers. This kit is adaptable for both individualized and group instruction.

BUYING ON THE INSTALLMENT PLAN Filmstrip with Cassette or Record. 1976. 15 minutes. Buy ($26.00) from: Guidance Associates, 757 Third Avenue, New York, NY 10017. Order #10-401-297. *

This filmstrip describes installment credit and outlines the basic user rights and responsibilities. The material provides a mental checklist of steps a credit user can use to insure that he is protected from the pitfalls of installment credit. A teacher's guide provides discussion questions and a glossary of credit terms. A sample credit contract is also provided for reproduction and distribution. Suitable for all adult audiences.

THE CONSUMER AND CREDIT Filmstrip with Cassette. 1973. Buy ($30.00) from: Current Affairs Films, 24 Danbury Road, Wilton, CT 06897. Order #377. *

This film is well-done, hitting high points and significant aspects of using credit. It describes the basic types of credit and the treatment of credit records. It is both informative and persuasive in the exercising of critical judgment in the use of credit. An accompanying discussion guide may be helpful with classes along with taped interviews with credit experts. Could become dated with any significant changes in credit legislation. Suitable for all adult audiences especially for those under 35 years of age.

CONSUMER SKILLS: BUYING ON CREDIT 16mm Color Film. 1976. 12 1/2 minutes. Buy from: Coronet Instructional Media, 65 East South Water Street, Chicago, IL 60601. Order #3125.

Three new users of credit discuss their experiences in this film. Both the benefits and pitfalls of credit are covered along with some of the criteria for obtaining credit. This is basically an informational film stressing the importance of sound credit usage. An excellent introduction into the basic credit concepts for those consumers new to or ill-informed about the world of credit.

CONSUMER POWER: CREDIT 16mm Color Film. 1973. 20 1/2 minutes. Buy ($305.00) or rent ($22/day) from: BFA Educational Media, 2211 Michigan Avenue, Santa Monica, CA 90404.

Consumer advocate, Ralph Nader, psycho-analyst, Isidore Ziferstein, and bank executive, J. Hynes, discuss the pro's and con's of consumer credit. Each of these three spokesmen take a different point of view of credit's effect on society and individuals. The film is not a discussion of what credit is or how to get it but discusses the benefits and dangers of credit. Alternatives to the use of credit are discussed as well as the need to shop for the best bargains in credit. Two ex-collection agents warn us about possible dangers in refinancing, consolidation loans, and businesses which carry their own contracts. This film could be very useful for helping consumers to think critically about credit's effect on all of our lives. Suitable for any adult audiences.

CREDIT AND THE CONSUMER 4 Filmstrips with Cassettes plus 12 Cassettes on Mini-topics and Teaching Materials. 1976. Buy ($375.00) from: Control Data, 8100 34th Avenue, South, Minneapolis, MN 55440.

This series of four filmstrips with cassettes and twelve cassettes provides extensive coverage of the entire topic of credit. The filmstrips convey information through use of role playing by principal characters. The cassettes provide factual information on a broad variety of credit topics such as credit ratings, types and sources of consumer credit, credit contracts, the Truth-In-Lending Law, and the Fair Credit Reporting Act. Also included are numerous handouts, activity sheets, and teaching materials. Could be useful as a self-teaching unit. Due to the extent of the information, the kit may be best used over a series of meetings. Although basically middle-class oriented, the kit is suitable for all young adults (under 30) interested in the world of credit.

A CREDIT CARD BOUQUET 16mm Color Film. 1973. 10 1/2 minutes. Buy ($150.00) or rent ($13/day) from: Communications Group West, 6606 Sunset Blvd., Hollywood, CA 90028. Order #CGE 50013.

This short film effectively urges all credit users to take the time to learn exactly what is entailed in any credit purchase. Johnathon, the flower peddler, discusses the ways that his friends and customers use and fail to use credit information. Specific points made include the low rates at credit unions, the various ways interest is computed on revolving charge accounts, comparison shopping for credit, the need for planning the use of credit, and the Truth-In-Lending Law. The multi-racial and ethnic make-up of the cast makes this film suitable for all audiences.

MONEY FOR SALE 4 Filmstrips with Cassettes. 1974. 40 minutes. Buy ($80.00) from: AIMS Instructional Media, 626 Justin Avenue, Glendale, CA 91201. Order #2E 10-2-1.*

This four part animated filmstrip series provides a look at the basics of credit. The major provisions of the Truth-In-Lending Act are presented in simple straightforward language. The three C's of credit are highlighted and their importance is explained. Typical credit contracts and their provisions are explored with an emphasis on knowing what you sign. A last section discusses various sources of credit and the pro's and con's of each. The information provided in this series is very basic but is accurate and well-organized. Suitable for adults needing information on the basics of credit presented in simple terms and language.

SHOPPING FOR CREDIT 16mm Color Film or Video-cassette. 1977. 18 minutes. Buy ($265/film; $185/video-cassette) from: Films Incorporated, c/o Association Films, Inc., 600 Grand Avenue, Ridgefield, NJ 07657. Rent from: Films Incorporated, 733 Green Bay Road, Wilmette, IL 60091.*

This color film compares costs of a typical auto loan from various loan sources: loan sharks, finance companies, auto dealers, banks, credit unions. The comparative costs are presented by students in a continuing education class in a New York college. Problems associated with young adults obtaining credit are presented and debated by the class. Avenues for redress are suggested in event of credit refusal discrimination. Cost information for the loan is specific, both by annual percentage rates and by dollar costs. Less suitable for older adults than for middle-aged and younger adults.

TO YOUR CREDIT 16mm Color Film. 1975. 18 minutes. Sponsored by General Mills. Buy ($125.00) or rent (free) from: 9200 Film Center, P.O. Box 1113, Minneapolis, MN 55440. *

This film provides an excellent portrayal of the problem of excess debt. It serves to educate and motivate consumers concerning sound debt practices. Designed primarily for middle-class audiences, the film emphasizes the extra costs of credit and outlines the danger signs of too much credit and where and how to seek help with credit problems. Suggestions are also provided on how to plan an entire evening's program around this film. Suitable for all consumers concerned about the proper use of credit.

TRUTH-IN-LENDING Filmstrip with Record. 1970. 15 minutes. Buy ($10.00) or rent (free) from: Board of Governors of the Federal Reserve System, Public Affairs Office, Washington, DC 20551. *

This filmstrip program describes the major provisions of the Truth-In-Lending Act. Provides an excellent discussion of the APR and Finance Charge disclosure requirements and how these can be used in comparison shopping for credit. This resource is notable in that it provides, in one source, a complete discussion of the Truth-In-Lending Law. The discussion is accurate, clear, and well-organized. Suitable for any adult audience interested in credit and their rights to accurate credit information.

USING MONEY WISELY 16mm Color Film. 1970. 18 minutes. Buy ($240.00) from: Journal Films, Inc., 930 Pitner Avenue, Evanston, IL 60202. Write Journal Films for rental information.

This film explores how to stay out of credit and money difficulty and also what to do when these problems arise. Helps people realize that many other people may have money management problems. Explores the function of credit counselors as a positive step in solving money problems. Styles of dress, etc. are a bit dated but the message is valid. All families portrayed are headed by a male breadwinner. Suitable for all adult audiences.

ENERGY: CRITICAL CHOICES AHEAD 16mm color film. 1975. 16 minutes. Buy ($175.00) or rent (free) from: U.S. Department of Commerce, Domestic and International Business Administration, Room 1406 - 55 East Monroe St., Chicago, IL 60603.

This film takes a facts and figures approach to the energy dilemma. The discussion centers on prediction of our energy needs and the means by which these can be met by various sources. Predictions are made as to what our energy needs will be the year 2000. The discussion then turns to various sources of energy and the contribution each can make to help meet the predicted needs. The conclusion is that we will fall short of meeting our needs.

The figures used in the film are based on assumptions which may or may not be valid. Therefore, the film could serve as a catalyst for a discussion of energy issues. A problem may arise because of the extensive use of figures which may require some pre- and post- discussion in order to improve comprehension. Suitable for viewers who have some understanding of the energy problems we face and would like to explore the problem further.

ENERGY: IMPACT ON VALUES AND LIFESTYLES Filmstrip with cassette. 1974. Buy ($22.00) from: Current Affairs, 24 Danbury Road, Wilton, CT 06897. Order #479.*

This filmstrip provides an excellent basic discussion of our energy problems and the economic ramifications of some of the solutions. Provides basic information of the parameters, history, and prognosis of the crisis in a general, non-technical manner. It attempts to explore some of the changes in lifestyle which may be necessary. Although produced in 1974, the content is still timely and will continue to be unless there are some great changes in this area. Provides both sides of the questions. Suitable for adult audiences who would benefit from a general, non-technical discussion of the energy crisis.

ENERGY REALITIES 16mm color film. 22 minutes. Sponsored by Electric Power Research Institute. Rent (free) from: Film Counselors, Inc., 500 Fifth Avenue, Room 515, New York, NY 10036.

This color film is an examination of available energy sources vis-à-vis current demand. Stresses development of alternative energy sources by utilities and the costs (both private and social) associated with the invention and use of new technology. The position of utilities is emphasized as an industry dedicated to meeting energy needs of the consuming public. Taking a somewhat long-range, futuristic perspective, the film presents the primary barriers to energy self-sufficiency as being technology and costs. Available technology is presented throughout the film, causing the film to be sophisticated for some adult audiences.

ENERGY-2000 16mm color film. 1977. 22 minutes. Buy ($325.00) or rent ($20/week) from: King Features, 235 East 45th Street, New York, NY 10017.

The Arab embargo of 1973 and the "Winter of 1977" have shown the urgency of the shortage of energy which is the base for our high level of living in the U.S. This film takes a look at the current status of each of the fuels we rely on: oil, natural gas, coal, water power, and nuclear fuel. The future of each of these fuels is discussed along with the potential of solar energy and fusion power. The film explains that we are in a transition period in which conservation will play a role until new energy sources can be developed. This film is a factual, objective up-date of the energy situation in which we find ourselves. Suitable for any adult audience interested in the energy crisis.

RECYCLING: AN ECOLOGY STUDY Filmstrip with cassette. 10 minutes. Sponsored by The Aluminum Association. Buy ($7.00) or rent (free) from: The Aluminum Association, 750 Third Avenue, New York, NY 10017.

This short filmstrip program focuses on the problem of solid-waste disposal and how recycling can be a profitable cure. Using aluminum as a main example, the program describes how scouting, civic, and church groups can get involved in a recycling effort. A list of recycling centers and a list of tips for setting up a program are also provided. Suitable for groups interested in recycling for fund raising and for municipalities interested in setting up a recycling program.

RECYCLING IN ACTION 16mm color film. 1973. 14 minutes. Buy ($185.00) or rent ($10.00) from: Film Fair Communication, 10900 Ventura Blvd., Studio City, CA 91604.

This film initially argues for the need to recycle to slow the depletion of our natural resources. The uses of community reclamation centers are highlighted. The film catalogues the numerous products which can be recycled and the various means of accomplishing this task. Can serve as a motivator for recycling. The film has a basically middle-class orientation but is suitable for all audiences interested in recycling and conservation.

A RUN FOR YOUR MONEY 16mm color film. 1976. 14 minutes. Buy ($234.00) from: AIMS Instructional Media Services, Inc., 626 Justin Avenue, Glendale, CA 91201. Write AIMS for rental information.

This film provides a number of simple tips a car owner can use to improve fuel economy in his car. Improved driving habits, regular maintenance, and other suggestions are outlined. Suitable for anyone who owns or drives a car or small truck.

AUTOS AND TRANSPORTATION

AUTOMOBILE INSURANCE Filmstrip with Cassette or Record. 1976. 13 minutes. Sponsored by Insurance Information Institute. Buy ($5.00) from: Insurance Information Institute, Director of Educational Relations, 110 William Street, New York, NY 10038. *

This program is a factual, straight-forward presentation of the basic coverages and factors affecting the cost of automobile insurance. All the basic bodily injury and property damage coverages are explained in terms of limits and what is covered. Because of the extensive use of facts and figures, the filmstrip is composed of three parts with an opportunity to pause for discussion and review provided between each. No-fault auto insurance is only mentioned briefly and may not be sufficient for states which have enacted no-fault laws. The program takes somewhat of a pro-industry stance but the organization and completeness of the presentation outweighs this problem. No tone is provided on the tape to designate when to change frames but a script is provided which can be used for this purpose. A teacher's guide and handouts are also available. Suitable for all adult audiences.

BIKE WISE TO BE SURE 16mm Color Film. 1974. 14 minutes. Buy ($210.00) or rent ($42/week) from: Centron Educational Films, 1621 West Ninth Street, Lawrence, KS 66044.

This film discusses some of the benefits, purchase considerations, maintenance tips, and safety rules related to bicycles. The fact that a bicycle is a vehicle, not a toy, is emphasized. Includes a discussion of how to operate a bike safely in traffic. Typical maintenance procedures are discussed. Explains how to make a proper selection from among the vast array of styles, options, and prices. Cautions against buying an over-sized bike for a child to grow into. Suitable for any adult interested in their own as well as their child's safety.

CRASHES THAT NEED NOT KILL 16mm Color Film. 1976. 28 minutes. Sponsored by Insurance Institute for Highway Safety. Buy ($200.00) from: Harvest A-V, Inc., 309 Fifth Avenue, New York, NY 10016. Rent (free) from: Association Films, Inc., 324 Delaware Avenue, Oakmont, PA 15139.

This film explains the workings and benefit of automotive air bags. It is designed to sell air bags to the public through test crashes and accident facts and figures. The film does not cover the monetary costs of air bag installation. It may become less beneficial as technology and/or laws change. Suitable for all adult audiences.

A RUN FOR YOUR MONEY See this title in the Energy and Conservation Category.

HOUSING, HOME FURNISHINGS, AND APPLIANCES

CONSUMER SKILLS: BUYING FOR LONG TERM USE 16mm color film. 1976. 11 1/2 minutes. Buy from: Coronet Instructional Media, 65 East South Water Street, Chicago, IL 60601. Order #3123.

Using the experiences of four average consumers, this film explores the problems of buying items to be used over a period of years. This film provides decision making tools to be used when buying such products as furniture, appliances and diamonds. Suitable for all adults contemplating the purchase of durable goods.

THE HOUSING CRISIS: A PLACE TO LIVE Filmstrip with cassette. 1976. Buy ($24.00) from: Current Affairs, 24 Danbury Road, Wilton, CT 06897. Order #574.

This color filmstrip explores some of the problems faced by low income persons, the elderly, and young adults in obtaining housing. It describes the current housing crisis in which buying a home is being priced out of the range of most Americans. It attempts to raise people's awareness of the problem. Some solutions or alternatives are mentioned including urban homesteading. The information provided is more general than specific. As housing conditions and programs change, the material may become out of date. Suitable for any adult interested in the housing market.

HOUSING NEEDS OF THE ELDERLY: Slides with cassette. 1977. 11 minutes. Free loan from: Ethel Grubbs, Extension Specialist, Family Resources, 114 Hutcheson Hall, VPI & SU, Blacksburg, VA 24061.

Elderly consumers of housing are the target audiences of this cassette and slide series. Selection of housing types is discussed along with the location of housing units near appropriate services. Certain facilities inside the house are also briefly discussed. Advice is offered in selling and/or buying real estate. Presenters may find the accompanying user module helpful. These slides and tapes may be reproduced.

INSURANCE FOR THE HOME Filmstrip with cassette or record. 1976. 11 1/2 minutes. Sponsored by Insurance Information Institute. Buy ($5.00) from: Insurance Information Institute. Director of Educational Relations, 110 William Street, New York, NY 10038.*

This short program provides a factual, straight-forward source of information on the coverages and factors affecting the cost of household insurance. The basic property and liability coverages are explained in terms of limits and perils. The filmstrip is divided into three parts with provisions made for stopping for discussion and review. This is helpful due to the extensive amount of facts and figures presented. The program takes somewhat of a pro-industry stance but this is outweighed by the organization and completeness of the information. No tone is provided on the tape to designate when to advance the filmstrip, but a script is provided which can be used for this purpose. A teacher's guide and students handouts are also available upon request. Suitable for all adult audiences.

CHOICES AND DECISIONS: BECOMING A WISE CONSUMER 2 filmstrips with cassettes. 1977. 50 minutes. Buy ($15.00) from: Education Services, American Council of Life Insurance, 277 Park Avenue, New York, NY 10017.•

Designed for young adults, this filmstrip series discusses some of the financial concerns of a young married couple. Each filmstrip tackles two issues: Filmstrip A, budgeting, and buying wisely; Filmstrip B, life and health insurance, and planning for financial change. The series emphasizes the need to adapt financial plans to the lifestyle and life goals desired by the young couple. All plans must be flexible. Therefore, no two couples will have the same plan. The discussion of life insurance is well done in that it recognizes that an insurance plan must fit into the couple's budget and that term insurance may be best for a young couple. The section on change discusses techniques which can be used to plan for changes in income due to a new job or the birth of a child. Although the information presented is universally applicable, the white, middle-class setting may make the kit inappropriate for some audiences.

CONSUMER SKILLS: BUDGETING YOUR MONEY 16mm color film. 1976. 13 minutes. Buy ($221.00) from: Coronet Instructional Media, 65 East South Water Street, Chicago, IL 60601. Order #3121.*

By analyzing the budgeting needs of four average consumers, this film explains the basic mechanisms of budgeting: record keeping, analysis, adjusting, and managing spending. This film concentrates on the need for budgeting and the what-to-do of budgeting rather than showing exactly how to budget. Suitable for all adult audiences who may benefit from or be contemplating setting up a family budget.

A DAY IN THE LIFE OF HARVEY MCNEIL 16mm color film. 1976. 9 minutes. Buy ($135.00) or rent ($15.00) from: Film Fair Communication, 10900 Ventura Blvd., Studio City, CA 91604. Order #D-286.

Tells the story from the point of view of Harvey McNeil, a teenager whose father has been laid off. Explains that despite a drastic reduction in income, a family can live a fulfilling life by making use of community services. The McNeils use libraries, museums, church day care, a financial counseling service, etc. which are largely free. While basically middle-class in its orientation, this film is helpful for families whose income has been cut and who do not know where to turn for help.

MAKING YOUR MONEY WORK Filmstrip with cassette. 1974. 14 minutes. Buy ($20.00) from: Educational Enrichment Materials, 110 South Bedford Road, M . Kisco, NY 10549.*

A general discussion of the basics on how people can make their money grow. Covers savings accounts, common and preferred stock, corporate and government bonds, and mutual funds. Also discusses the types of banks and the relative merits of various bank savings accounts. Compound interest is explained in an understandable manner. The filmstrip sums up by cautioning for a sensible, pragmatic approach to investing. Suitable for any adult audience wishing to learn the basics of making money grow.

THE MONEY TREE 16mm Color Film. 1971. 20 minutes. Buy ($289.00) or rent $25/3 days) from: AIMS Instructional Media Services, 626 Justin Avenue, Glendale, CA 91201.

This film shows how the improper use of credit can lead to the destruction of a marriage. It is a well acted portrayal of the emotional problems that arise when financial difficulties confront a carefree young couple. It emphasizes the need for care and caution in the handling of credit and finances. Specific do's and don't's are not provided but the film serves as a warning of where faculty practices can lead. Suitable for young adults, married and unmarried.

STRETCHING YOUR RETIREMENT INCOME Slide with Cassette. 1977. 9 minutes. Free loan from: Ethel Grubbs, Extension Specialist, Family Resources, 114 Hutcheson Hall, VPI & SU, Blacksburg, VA 24061.

This cassette and slide presentation is designed to assist retirees both in increasing their incomes and in getting the most out of their incomes. Nine "steps" are presented which touch on a variety of income oriented topics pertinent to retired individuals and those anticipating retirement. Information and suggestions are general enough to avoid dating, and alternative information resources are offered. An accompanying user module may assist presenters. Slides and cassettes may be reproduced.

FINANCIAL SECURITY AND TAXATION

AUTOMOBILE INSURANCE See this title under the Auto and Transportation Category.

CHOICES AND DECISIONS: BECOMING A WISE CONSUMER 2 Filmstrips with Cassettes. 1977. 50 minutes. Buy ($15.00) from: Education Services, American Council of Life Insurance, 277 Park Avenue, New York, NY 10017.

See annotation for this title in the Money Management Category.

INSURANCE FOR THE HOME See this title in the Housing, Home Furnishings, and Appliances Category.

INSURANCE: WHAT'S IT ALL ABOUT 16mm Color Film. 1975. 25 minutes. Buy ($285.00) or rent ($30.00) from: Film Fair Communications, 10900 Ventura Blvd., P.O. Box 1728, Studio City, CA 91604. Order #C-276.

Father Time leads us through the maze of insurance. He analyzes and defines the basic coverages and types of homeowner, auto, health and life insurance. The film concentrates on defining terminology with some explanation. Some time is spent at the end of the film on how to choose an agent and company. The fact that you can be over-insured as well as under-insured is pointed out. This film could be a good introduction or summary for a series of programs on insurance. It would not stand alone due to its length and the large amount of information provided. It may be possible to show it in stages to enhance retention. There may be problems holding the attention of some audiences due to length and information. However, the film is an excellent resource for a comprehensive discussion of insurance.

MAKING YOUR MONEY WORK See this title in the Money Management Category.

SSI CAN MAKE THE DIFFERENCE 16mm color film. 1977. 20 minutes. Sponsored by: Social Security Administration. Buy from: Guffanti Film Laboratories 630 Ninth Ave., New York, NY 10036 or rent free from your local Social Security Office.

This film provides a wide range of information about Supplemental Security Income through four case histories: a young blind boy; a widow; an elderly couple living in a rural area; and a Spanish-surnamed man drawing both social security benefits and SSI. An on-camera narrator ties the film together and provides information on such subjects as eligibility requirements, review, and the right to appeal. Suitable for all adults needing information on Supplemental Security Income.

As part of the Title I HEA projects, the following materials were produced:

Pamphlets:

"Contracts and the Consumer"

"Credit and the Consumer"

"Fraud and the Consumer"

"How to Buy a Used Car"

"Warranties and the Consumer"

Educational Modules:

"Obtaining and Using Consumer Credit"

"Avoiding Consumer Frauds and Misrepresentations"

"Making and Using a Financial Plan"

Manuals:

"A Financial Counseling Manual"

"Community Consumer Education Awareness Workshops: How To Plan and Conduct Them"

Proceedings:

"January Conference Summary"

With the exception of pamphlets, materials printed have been exhausted. Persons desiring copies can obtain them at cost by writing Mr. Robert Gibson, President; National Foundation for Consumer Credit; Federal Bar Building, West; 1819 H Street, NW; Washington, D.C. 20006.